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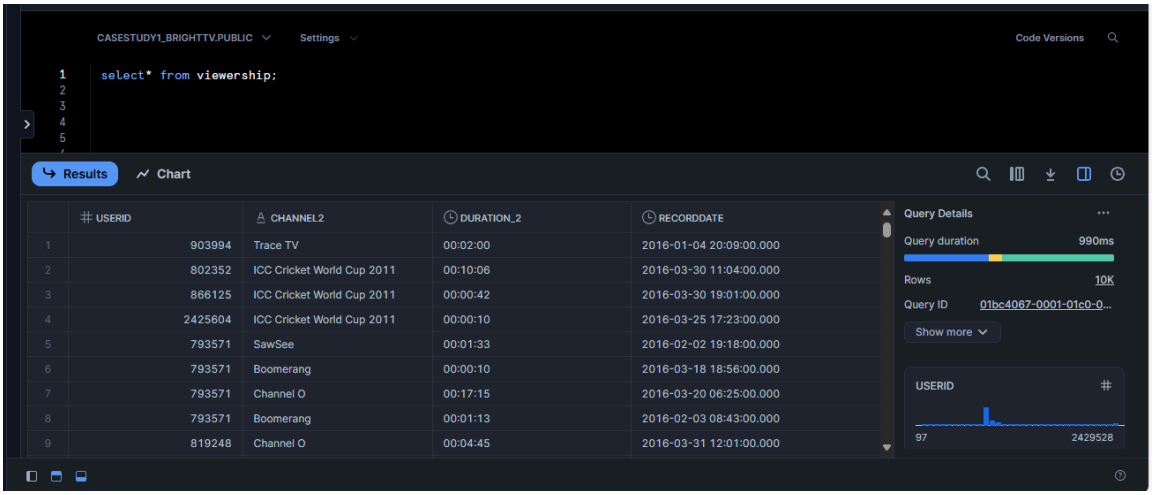
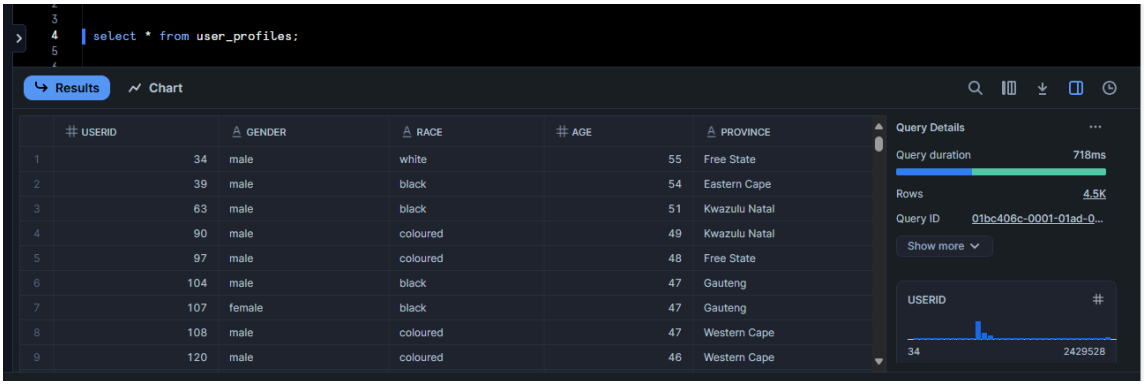
Analysing BrightTV data on SNOWFLAKE

1. Data Provided

a. Viewership table

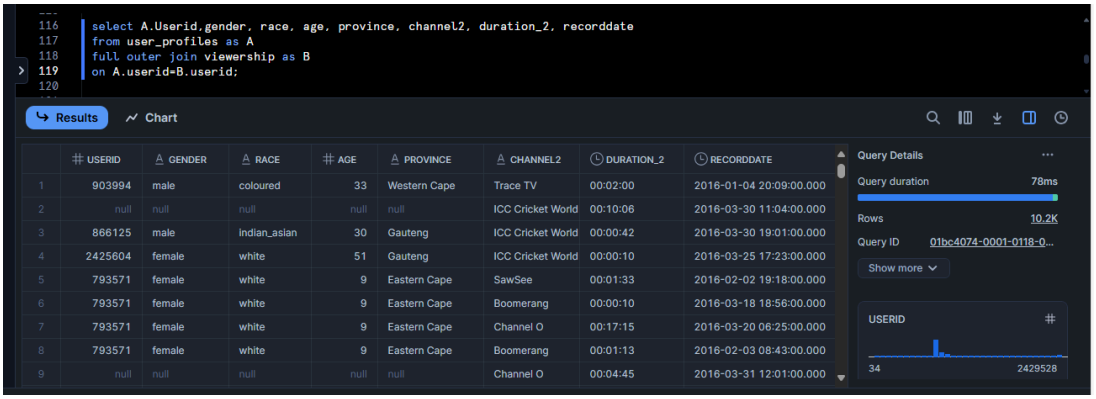


b. User profile table



2. Combining the two tables

I used the **full outer join function** to combine the viewership and user_profile tables to return all the records in both tables. Then, renamed the combined table **Final_table .**



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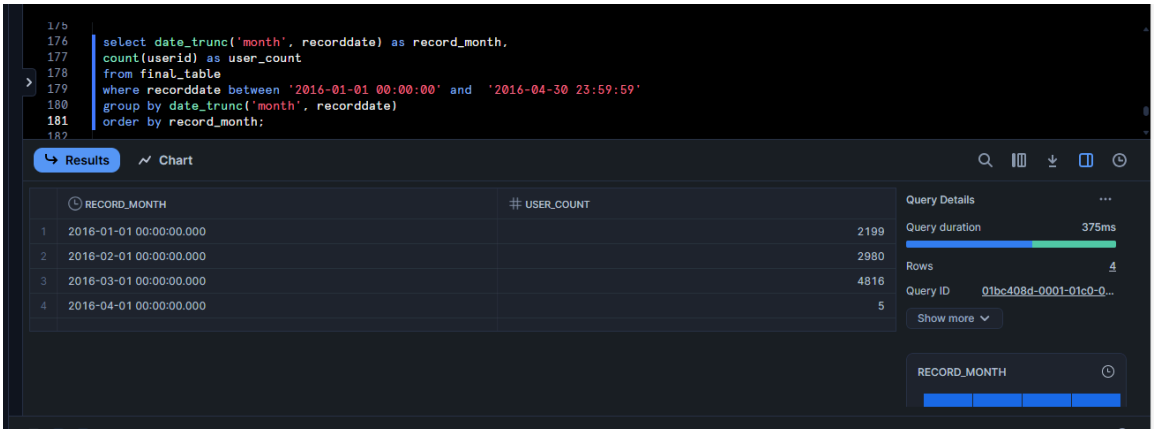
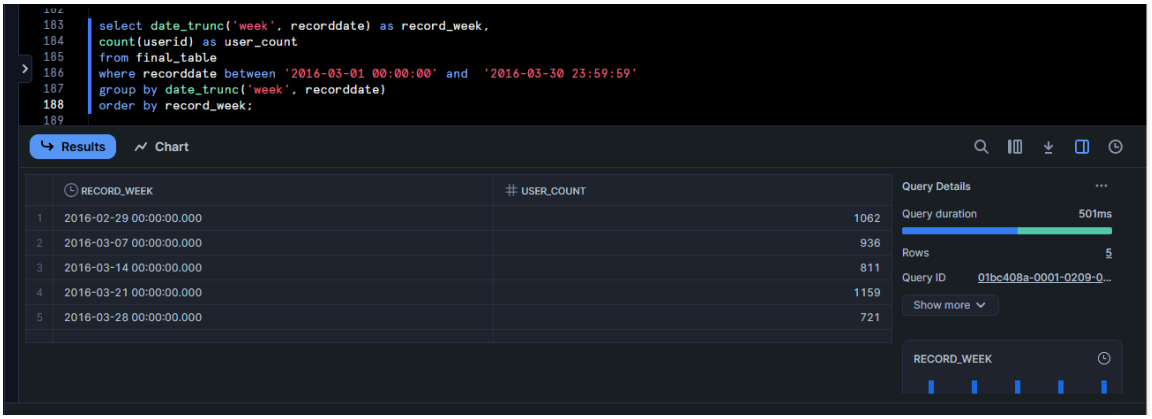
3. Analysing data

a. Getting the **Average viewing time** using the **avg()** aggregate function. Also, converted the time to minutes.

b. Getting the number of viewers per month. Month 3 (**March**) has more viewers.



c. Getting the number of viewers in weeks for **March,** since it had more viewers.



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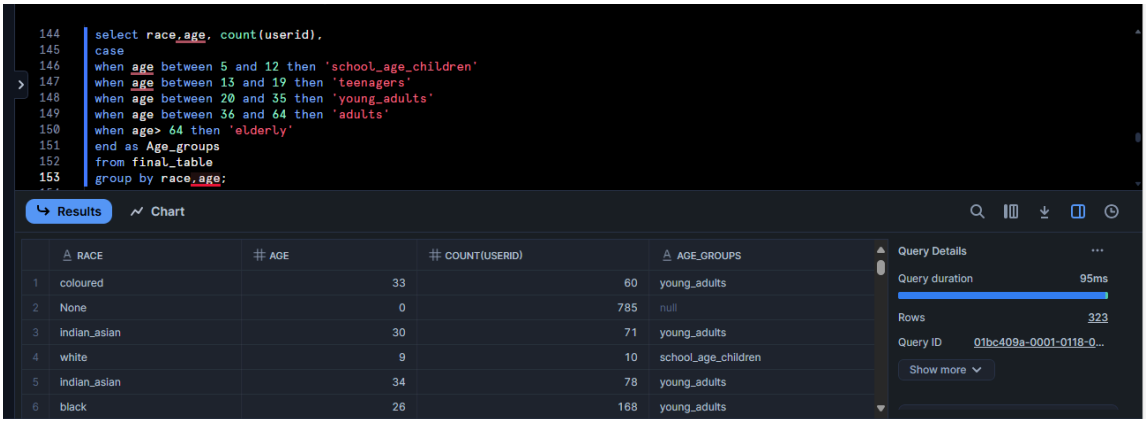
d. Counting the number of viewers per channel using the **count()** aggregate function.

```
select channel2, count(userid)
from final_table
group by channel2;
```

	CHANNEL2	COUNT(USERID)
1	Trace TV	952
2	ICC Cricket World Cup 2011	1465
3	SawSee	251
4	Boomerang	714
5	Cartoon Network	793
6	Supersport Live Events	1638
7	SuperSport Blitz	896
8	EI Entertainment	367

Query Details: Query duration 64ms; Rows 22; Query ID 01bc4091-0001-01b2-0...; CHANNEL2: 95% filled, 5% null

e. Using a **CASE statement** to group age and **count** the number of viewers based on **race**.

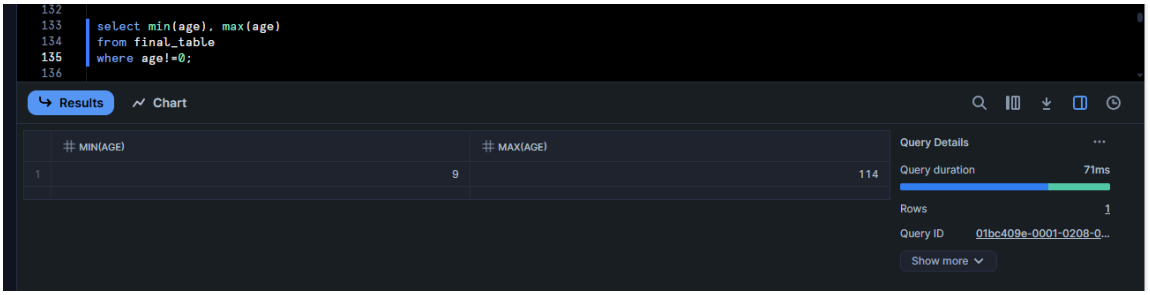


```
select race,age, count(userid),
case
when age between 5 and 12 then 'school_age_children'
when age between 13 and 19 then 'teenagers'
when age between 20 and 35 then 'young_adults'
when age between 36 and 64 then 'adults'
when age> 64 then 'elderly'
end as Age_groups
from final_table
group by race,age;
```

	RACE	AGE	COUNT(USERID)	AGE_GROUPS
1	coloured	33	60	young_adults
2	None	0	785	null
3	indian_asian	30	71	young_adults
4	white	9	10	school_age_children
5	indian_asian	34	78	young_adults
6	black	26	168	young_adults

Query Details: Query duration 95ms; Rows 323; Query ID 01bc409a-0001-0118-0...

f. Figuring out the youngest and oldest viewers by using the **min()**(youngest) **and max()** (oldest) aggregate functions.

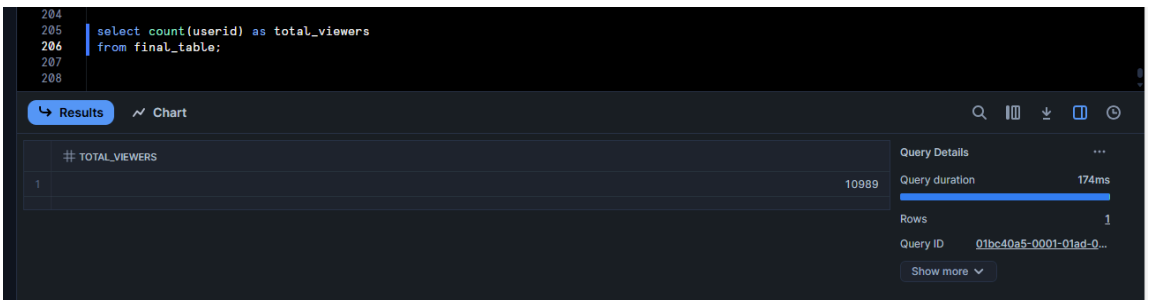


```
select min(age), max(age)
from final_table
where age!=0;
```

	MIN(AGE)	MAX(AGE)
1	9	114

Query Details: Query duration 71ms; Rows 1; Query ID 01bc409e-0001-0208-0...

g. Getting the total number of viewers using the **count()** aggregate function.



```
select count(userid) as total_viewers
from final_table;
```

	TOTAL_VIEWERS
1	10989

Query Details: Query duration 174ms; Rows 1; Query ID 01bc40a5-0001-01ad-0...